

OFFICES

Springfield Office

Illinois Department of Agriculture

Division of Marketing

Agriculture Bldg./State Fairgrounds

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Chicago Area Office

Illinois Department of Agriculture Division of Marketing

1010 Jorie Blvd.

Oak Brook, Illinois 60521 Telephone: 312-920-9256 Contact: Jim Sevcik

European Office

Illinois Department of Agriculture European Office Place du Champs de Mars 5, BTE 14

1050 BRUSSELS **BELGIUM**

Telephone: 512-01-05 Telex 1: 846.61534 **ILLBUS B** Contact: Max Meester

Latin American Office

(Only Dept. of Commerce & Community Affairs) State of Illinois, Latin American Office P.O. Box 7801

01000 Sao Paulo SP, BRAZIL Telephone: 256-6206 or 259-2718 Telex I: 011.23.23.1

PANA BR

Contact: Hank Smallwood

INTERNATIONAL

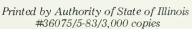
Far East Office

Illinois Department of Agriculture Far East Office

New Sincere Bldg., Suite 1304 173 Des Voeux Road, Central HONG KONG, B.C.C.

Telephone: 5-451099 Telex I: 780.74154 AGBED HX Contact: Hudson Wong







BACKGROUND

The Illinois Department of Agriculture first became involved in overseas market promotion in 1968 utlilizing one individual based in Springfield. Since that time it has added an office in the Chicago area and expanded into Brussels and Hong Kong.

The staff was instrumental in forming a regional council designed to promote midwest agricultural products overseas. Hence, the Mid-America International Agri-Trade Council (MIATCO) became a reality in 1970. Over the years department representatives have helped send Illinois companies to some of the most prestigious food shows --ANUGA, FOODEX, SIAL in the world. They have also sponsored trade missions with delegations from many countries, including the Peoples Republic of China, Africa, Japan, the Middle East, Germany, and Sweden.

Through the years many seminars dealing with current issues facing international agriculture have

been sponsored by the Division of Marketing. The Division's trade lead referral system has become one of the most outstanding ones in the country, linking Illinois companies with foreign buyers.

The Division was the recent recipient of a Presidential "E" Award for "excellence in export services." Selection was based on services offered, overall successes in marketing assistance and innovative strategies. In particular, Illinois was cited for its outstanding trade lead referral system and the unusually high number of international food shows it has participated in over the years.

In the future, export market development will continue and efforts will be made to improve its effectiveness. The International Marketing Section of the Illinois Department of Agriculture will continue to help maintain Illinois' position as this country's leading agricultural exporting state.

> Return Postage

Illinois Department of Agriculture International Marketing Program Agriculture Bldg./State Fairgrounds Springfield, Illinois 62706

FORWARD

The State of Illinois is blessed with some of the richest agricultural resources in the USA and in the world. Illinois farms and industries produce abundant supplies of high quality foods and agricultural products that have gained acceptance worldwide.

The food and agricultural industry of Illinois is one of the largest of any state in America, and more agricultural products are exported from Illinois than from any other state. UNIVERSITY OF
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New and expanded markets at home and abroad are vital to our agricultural industry. The Illinois Department of Agriculture is committed to introducing products from our state to people in any part of the world.

The International Marketing Program is designed to serve the needs of exporters of Illinois foods and agricultural products. Please contact me or any of our marketing offices if you need our assistance.

Larry A. Werries Director

SERVICES

Illinois Staff (Springfield and Chicago)

- Provide international trade consultation to exporting firms
- Provide management for Illinois firms to participate in international trade shows
- Coordinate and host trade missions composed of Illinois marketing officials and agricultural businessmen
- Operate a trade lead referral system to Illinois exporters; disseminate trade leads originating from foreign offices and other sources

- Conduct market research activities
- Publish a monthly newsletter to Illinois exporters entitled "Export Update", outlining upcoming events and new trade developments
- Publish an Illinois Agricultural Buyer's Guide for use by potential importers of Illinois products
- Conduct export seminars for current or potential exporters
- Act as liaison with other promotional, government, and industry groups.

Foreign Staff (Brussels, Hong Kong and Sao Paulo

- Generate trade leads for Illinois agricultural products
- Arrange business appointments for Illinois businessmen
- Conduct foreign market research
- Provide management and Illinois representation at international trade shows and functions
- Provide intelligence information on specific foreign buyers and importers
- Develop itineraries for and coordinate trade missions in their respective geographical areas

- Work with foreign government entities to clarify trade matters
- Cooperate with other overseas American government and commercial entities to facilitate exports of U.S. products
- Provide foreign language capabilities to Illinois firms and representatives while overseas
- Provide office and meeting facilities to Illinois businessmen
- Provide telex and communication capabilities

INFORMATION

If you are interested in seeking further information on the International Marketing Program of the Department of Agriculture please return this card with the following information. Be sure and include postage.

Name	Co. Name	
Address		Phone #
Telex #	Cable #	
Brief description of business activity		
Information desired		

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